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Chrysler plans product barrage, then breather



Chrysler Vice Chairman Bennett E. Bidwell

Bidwell says plans through 1990 rule out any new auto plant

By Mary Connelly
DETROIT REPORTER

Chrysler Corp.'s product plan through 1990 does not call for an additional domestic assembly plant, according to Vice Chairman Bennett E. Bidwell.

Chrysler has said it is running its assembly plants at 118 percent of straight-time capacity.

Officials earlier this year indicated that discussions were being held about adding another plant and confirmed that a review of possible "greenfield" sites for assembly was under way.

However, Bidwell told Automotive News that Chrysler will finalize its product program through 1990 next month and that an additional domestic assembly plant is not forecast.

"At the moment, we do not plan another plant in the next three to four years," Bidwell said. "And the Jefferson Avenue plant remains an open issue."

Chrysler and the UAW began negotiations last week aimed at reaching a new local contract which the company said is needed to keep the aging plant operating after the 1987 model year.

"We're working hard to see if there is some place for Jefferson in our system," Bidwell said.

Referring to Chrysler's constrained capacity, Bidwell said, "We've always had a problem. We haven't had the flexibility we would like to have."

"On the other hand, we made a lot of money in 1984 and 1985 because we stuffed the plants we had full."

Bidwell said current plant utilization is among the reasons

Chrysler claims the lowest fixed cost per vehicle of the domestic automakers.

"One of the ways not to stay the lowest-cost-producer is to turn around and add another assembly plant willy-nilly just to get a little flexibility," he said.

Bidwell also noted that while Chrysler suffers from capacity constraints, excess production capacity is forecast for the domestic auto industry.

Chrysler's tight production fit has led it to launch talks with American Motors about the possibility of building the Fifth Avenue and related large rear-wheel-drive models at AMC's Kenosha, Wis., assembly plant. The models are being cleared out of Chrysler's St. Louis II plant to make way for additional minivan production.

"We are trying to make a deal with AMC," Bidwell said. "That's added capacity."

In addition, the capacity at Chrysler's joint-venture plant with Mitsubishi Motors Corp. in Bloomington-Normal, Ill., has been expanded to 240,000 units a year from the 180,000 originally planned.

The plant is slated to start production in 1988.

"That is now capacity of over 100,000 for Chrysler," Bidwell said, "because we've taken the total plant capacity over 200,000."

Contrary to what other Chrysler officials have said, Bidwell said there are no current plans to increase output significantly at Chrysler's Mexican plants to offset capacity constraints in the United States.

"What we have ahead of us are some further investments in Mexico to modernize our product line that is sold within Mexico," Bidwell said. "But there isn't a specific plan to add to our capacity in Mexico."

"At the moment, we are bringing in the Ramcharger and some K-cars but we have no plans to significantly expand that."

"It's conceivable if we were sold out of the new J-bodies that we may try to build a few of those in Mexico. That's kind of an if-come situation."

The 1987 J-body LeBaron coupe will be built in the United States at the St. Louis I plant.

By Mary Connelly
DETROIT REPORTER

Chrysler Corp.'s product plan through 1990 envisions a slackening pace following the company's current barrage of new models.

Chrysler is also expected to seek a larger share of the truck market and to try the streamlined manufacturing techniques of the Omni/ Horizon America models on at least one more vehicle.

In an interview with Automotive News, Chrysler Vice Chairman Bennett E. Bidwell said product introductions will continue "by Chrysler standards at a fairly aggressive pace" but will not match the blizzard of vehicles now being launched.

Between March 1986 and May 1987, Chrysler has scheduled nine major product introductions.

"We had a little dry period. Now we've got a bubble. And if we are able to do it on time and as planned, it will be a more normal one to 1½ new products a year," Bidwell said in describing the pace of the future product plan.

Chrysler's current assault on the market includes the Dodge Omni and Plymouth Horizon America models, the Shadow-Sundance compact twins, the Dodge Dakota pickup, the long-wheelbase minivan, the Chrysler-Maserati luxury Q-coupe and the LeBaron coupe and convertible.

"For a company the size of Chrysler, that's straining our physical resources," Bidwell said. "Our people are really working, gutting plants and launching on time."

Chrysler is betting on the 1987 mid-sized Dakota to create a new market segment and strengthen its

competitive position in the truck market.

The company is aiming for 150,000 annual sales and is producing the pickup at its renovated Dodge City truck complex in Warren, Mich.

In addition, Chrysler said last week that it would invest up to \$1.2 billion in its aging Jefferson Avenue plant in Detroit for truck production if a "progressive" labor agreement can be reached with the UAW. The plant had had no product slated after the 1987 model year.

"We think we can do a lot better than 11 or 12 percent of the truck market," Bidwell said. "In the truck market, we are competing against Ford and General Motors only. We figure we can play those guys head up. The Japanese are jumping a chicken-war tax of 25 percent, and we can compete all day long against Nissan and Toyota."

Chrysler also has high hopes for the LeBaron convertible due to join the product line in the spring.

"I predict our new convertible will sell 40,000 on an annual rate," Bidwell said. "We're going to knock everybody in the head in the convertible business."

"I've been trying to tell my guys that in the first ad, we should just show the car and a headline which says 'This is what God intended a convertible to look like.' But the ad agency runs research and says you shouldn't use the name God, so we won't do it."

Chrysler may also copy the cost-saving techniques of the America subcompacts on an additional model.

"I think we'll try it at least one more time on at least one more vehicle. But how extensively we'll apply it after that, I don't know," Bidwell said. "We have only been in the marketplace with it for about six weeks, and you don't learn it all that quickly."

Bidwell described the K-car as "a logical place to try it at another time."

He also said Chrysler might have increased the \$5,499 sticker price on the America model had it known the dramatic changes that would occur in the yen-dollar relationship.

Bidwell also said that Chrysler's North American business plan, to be presented to the board of directors July 10, calls for "significant productivity increases, some level of manpower reduction through attrition over a period of time and fixed-cost containment."

Personnel reduction would come from the salaried ranks, Bidwell said.

"We've got to learn how to do (renovate) plants cheaper than we've been doing them," he said. Bidwell also said Chrysler is "watching an overcommitment to automation."

"We don't know whether you should have 2,000 or 1,000 or 4,200 robots," he said. "We're watching what other people are doing. They are watching what we are doing. We don't want to go too far."

"There is some belief in some corners of the industry that some plants — I'm not talking about Chrysler — have become too automated. One of the problems with automation is that when something goes down, the plant goes down."

Fruehauf faces new difficulties

By Joseph Bohn
TRUCK EDITOR

Fruehauf Corp.'s move last week to fend off a hostile takeover bid will leave it highly leveraged and likely to dispose of some properties to reduce the debt it will incur.

Overall, the Detroit-based company is expected to retain its competitiveness in the marketplace as the leading producer of semitrailers and shipping containers.

To escape New York corporate raider Asher Edelman's hostile takeover bid, Fruehauf entered into a definitive merger agreement, following which it will be acquired by LMC Holdings Inc.

LMC is a newly formed holding company to be owned by members of Fruehauf management and Mer-

rill Lynch & Co. Inc.

LMC Holdings will pay about \$850 million in cash to acquire Fruehauf in a deal valued at \$1.1 billion.

That includes a tender offer of \$48.50 a share for 17.5 million shares which represent 78 percent of the company's outstanding stock.

Merrill Lynch, which will become an equity partner in LMC, will provide \$375 million. Manufacturers Hanover Trust Co. will provide an additional \$375 million.

Fruehauf itself will contribute another \$100 million. Robert Eldred, vice president and senior analyst with First of Michigan Corp., Detroit, feels Fruehauf will have no trouble raising that

amount.

LMC also plans to exchange the remaining 22 percent of Fruehauf's outstanding shares for preferred stock and shares in the new firm.

Fruehauf's top 27 officers and key employees have agreed to golden parachutes, according to filings with the Securities and Exchange Commission. Under the agreements, the employees would stay with Fruehauf for six months following a takeover. If their employment were terminated, they would receive, among other things, nearly three times their average annual compensation for five years following a takeover.

Meanwhile, Edelman's group hiked its takeover bid by \$1 a share

see FRUEHAUF, page 54

Carroll, Hogue to fill AMC posts

American Motors reshuffled part of its top management ranks last week following the departure of sales executive Samuel Tucker to Jaguar.

William C. Carroll, formerly president of American Motors (Canada), will succeed Tucker as AMC's general manager for North American sales.

Ronald Hogue, who has been director of dealer investment in the United States, replaces Carroll as the company's top man in Canada.

Carroll will head AMC's field sales organizations in the United States and

Canada. He will report to Peter G. Guptill, group vice president for sales and marketing.

He joined AMC in 1975 and was zone manager in Philadelphia and Los Angeles before going to AMC (Canada) in June 1985. He was with Ford Motor Co. before joining AMC.

Hogue, 53, a native Canadian, joined AMC (Canada) in 1952 and moved to the United States as Detroit zone manager in 1981. He has been dealer investment director since 1984.

Tucker, 43, will take over July 14 as vice president — field operations for Jaguar Cars Inc., Jaguar plc's U.S. subsidiary. He will be responsible for all sales operations, including customer relations, dealer development and distribu-

tion.

Tucker started with AMC in 1971 and was director of marketing for AMC's international operations before becoming general manager for U.S. sales.

Edward C. Lumley has been elected to the AMC board of directors. He is a former Canadian minister of industry, trade and commerce.

Lumley is president of E.C.L. Associates Inc., a private management services firm in Ontario, and is chairman of Noranda Manufacturing Co. in Montreal. He held key Canadian government posts from 1974 to 1984. As minister of industry, trade and commerce, he was instrumental in AMC's decision in 1984 to locate a new assembly plant in Bramalea, Ont.



Carroll

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Bidwell sees change afoot in incentives

By Mary Connelly
DETROIT REPORTER

Chrysler Corp. Vice Chairman Bennett E. Bidwell predicts that financing incentives will diminish in the months ahead.

"As an industry, we're gradually de-emphasizing the magnitude of what we are giving away. And a lot of other things are happening that are of some significance," Bidwell said in an interview June 19.

He said new models are being introduced without incentives or rebates — such as Ford Motor Co.'s Taurus and Sable and Chrysler's 1987 Shadow and Sundance compacts and Dakota pickup. The upcoming LeBaron coupe and other new 1987 models will also be offered without incentives.

"You're beginning to see a chunk of the market now come into the non-incentive-bearing area," Bidwell said. "I think you'll see some continuation of incentives, but I doubt it will be of the across-the-board form it's been lately."

Bidwell also cited the Dodge Omni and Plymouth Horizon America models as an example of a successful sales effort without financing incentives or rebates. The low-cost subcompacts achieved a \$5,499 sticker price through the streamlining of manufacturing techniques.

Bidwell said that if financing incentives are fewer, price increases will have to remain "modest."

"You can't stop incentives and take a big price increase," he said. "You can't do both. So I would expect price increases would remain modest or, if they are not modest, they are going to create another round of incentives."

"I'm not a General Motors basher, but their unique combination of raising the price and then the next day coming out with an incentive — I would hope they would learn that is not optimum."

However, Bidwell said he does not expect the complete disappearance of financing incentives.



Nevada heads for Paris

Renault will present the station wagon version of its new F21 — to be known as Nevada — at this fall's Paris auto show. The Nevada will be available as a five- or seven-seater using the full range of R21 gas and diesel engines.

Balloon notes soaring

By Michelle Krebs
FINANCIAL EDITOR

The finance subsidiaries of the Big Three auto manufacturers are now offering balloon-note financing on automobile loans.

Ford Motor Credit Co. announced last week its nationwide expansion of a balloon-note program. General Motors Acceptance Corp. made a similar announcement earlier this month, and Chrysler Credit said it is test-marketing a program which may go nationwide within the next month.

A balloon note is like leasing in that the consumer pays only for the time he or she uses the car, which makes the monthly payments lower than on a conventional loan.

As with an open-end lease, the consumer has three choices at the end of the term: pay off the note and buy the car at a guaranteed price depending on the condition of the car; return the car to the dealer; or refinance the balance.

However, unlike a lease, the title remains in the car buyer's name, not in the name of the financial institution. Also, as tax laws now stand, a consumer can write off the interest on the balloon note.

Ford Credit calls its program the Customer Option Plan. Richard L. Fenstermacher, executive vice president of Ford Credit's North American automotive financing operations, said the plan can reduce monthly payments by more than 20 percent compared with conventional 48-month financing.

Chrysler Credit calls its program the Fixed Value Payment Plan. It has been in a test-market phase since April in Michigan, Massachusetts and Oregon.

Gary G. Howe, Chrysler Credit marketing vice president, said the test period is about to run out and a nationwide introduction of the plan may come about in the next month.

"We're coming out with the program," Howe said, "because being No. 1 in quality and being the only company in the United States with five-year or 50,000-mile warranty we feel extremely comfortable guaranteeing the value of vehicle for four years."

General Motors Acceptance Corp. earlier this month introduced a similar balloon-note program called Buyer's Choice. It was test-marketed in Michigan and expanded nationwide except in Illinois, Nebraska, North Carolina, Pennsylvania and the District of Columbia, where balloon-payment financing is not allowed.

All three programs offer the choice of paying off the loan, returning the car or refinancing the balance of the loan at the original rate.

Many banks have introduced balloon-financing programs in the past year. A disadvantage of many of them is that they require that the balance be refinanced at used-car rates which are higher than new-car rates.

Domestic sales climb 5 pct. for June 11-20

By Jenny L. King
DETROIT REPORTER

Mid-June domestic new-car sales rose nearly 5 percent above the year-ago level.

They progressed 15.38 percent percent from the June 1-10 period, which had one fewer selling day.

After 17 sales periods, with eight ahead and nine behind the comparable 1985 segment, the year-to-date total was 5.38 percent below the 1985 figure.

With the most recent rounds of incentive programs living out their final days, consumers may have been making some last-minute decisions to buy. General Motors' programs are due to expire June 30, with Ford Motor Co. incentives expiring July 5. Chrysler Motors will have to make a decision by July 10.

June 11-20 sales of 252,092 were up 4.82 percent from 240,489 for the period a year earlier. The daily selling rate reached 28,010, up from 26,721 in 1985. There were nine days in the mid-month period both years. The early-June rate was 27,312, based on sales of 218,497.

Domestic sales since the first of the calendar year totaled 3,874,307, down from 4,094,787 in 1985.

Increases of 11.25 percent for General Motors, 8.00 percent for Chrysler Motors and 10.03 percent for Honda made up for mid-month losses by the remaining domestic makers.

GM reported sales of 149,086, compared with 134,014 a year earlier. Chrysler advanced to 34,467 from 31,915, and Honda climbed to 5,135 from 4,667.

Ford Motor Co. sales were down 7.07 percent, to 59,785 from 64,333. Volkswagen slipped 19.03 percent, to 1,749 from 2,160. American Motors sales of 1,620 were down 38.87 percent from 2,650, and estimated sales of buildout Nissan Sentras were 250, down 66.67 percent.

GM's sales increase helped balloon its share of the market to 59.14 percent from 55.73 percent. Ford tumbled to 23.72 percent

DOMESTIC SALES

	June 11-20, 1986	June 11-20, 1985
Renault	1,320†	2,300†
Alliance-Encore	300†	350†
AMC	1,620†	2,650†
AMERICAN MOTORS	10,067	12,138
Chrysler	11,251	7,627
Plymouth	13,129	11,990
Dodge	34,467	31,915
CHRYSLER CORP.	40,489	42,926
Ford	15,120	16,586
Mercury	4,176	4,821
Lincoln	59,785	64,333
FORD MOTOR CO.	18,249	17,033
Buick	7,057	8,348
Cadillac	57,860	46,527
Chevrolet	29,438	42,004
Oldsmobile	36,452	19,502
Pontiac	149,086	134,014
GENERAL MOTORS	1,749	2,160
VOLKSWAGEN	5,135	4,667
HONDA	250†	760†
NISSAN		
U.S. INDUSTRY TOTAL	252,092	240,489

†-Estimate

from 26.75 percent. Chrysler edged up to 13.67 percent from 13.27 percent. Honda earned 2.04 percent, up from 1.94 percent. AMC had 0.64 percent, down from 1.10 percent. VW slipped to 0.69 percent from 0.90 percent, and Nissan was down to 0.10 percent from 0.31 percent.

Sales by individual makes were a mixed bag for the mid-June period, ranging from an estimated 66.67-percent drop for Nissan to an 86.91-percent climb and a June 11-20 record for Pontiac.

Plymouth was up 43.75 percent and Dodge was up 9.87 percent, while Chrysler dropped 16.90 percent. Ford was down 5.68 percent, Mercury was down 8.84 percent and Lincoln was off 13.38 percent.

Buick was up 7.14 percent, Cadillac dropped 14.99 percent, Chevrolet climbed 24.34 percent, Oldsmobile skidded 30.90 percent and Pontiac was up 86.91 percent to a record 36,452 from 19,502.

AMC dipped 14.29 percent, while Renault domestics were off an estimated 42.61 percent. VW was down 19.03 percent, Honda was up 10.03 percent and Nissan plunged an estimated 66.67 percent.

Buick begins overhauling field sales operations

By Michelle Krebs
FINANCIAL EDITOR

FLINT, Mich. — Buick dealers will receive more attention than ever under a major reorganization of the division's sales department.

"We'll be able to support dealers like never before," said William J. Atkinson, Buick Motor Division general sales manager.

Atkinson announced last week that Buick's sales organization will be realigned from six to four areas — Northeast, Southeast, Central and Western. The number of zones within those areas will be cut to 24 from 26. The Newark, N.J., zone will be consolidated into the New York zone and Oklahoma City will move into the Dallas zone.

Atkinson said General Motors' goal for each division to reduce its salaried headcount by 25 percent during the next few years was not the impetus for the reorganization.

"I've never been told I have to reduce the headcount by 25 percent," he said.

Instead, the reorganization was prompted by Buick's realization that competition will intensify and, in light of GM's overall cost-cutting efforts, Buick could not ask for more than its present 800-member sales staff to do the job.

That realization prompted Atkinson to appoint a core group of Buick sales personnel to reorganize the sales operation. The

group was charged with finding a way to make the existing staff more effective and more productive while finding ways to improve Buick's customer satisfaction. A lower headcount and reduced costs were to be side benefits.

"Customer satisfaction will be the product discriminator before the end of the decade," said Atkinson. "We're Number One within GM in terms of customer satisfaction, and we want to keep it going."

The study group came up with a number of conclusions and possible solutions to problems that will be implemented during the next two years.

For example, the group discovered that 53 percent of Buick's 2,996 dealers account for 92 percent of Buick's annual sales. The other 47 percent account for the remaining 8 percent of sales.

The number of dealers per district manager and district service manager ranged from 12 to 33, and dealers say they want more contact with the district managers.

The group concluded that district managers and district service managers should concentrate their efforts on the 1,586 dealers who sell 92 percent of the cars, yet the smaller dealers should not be ignored.

The group suggested that Buick establish a telephone Dealer Assistance Center. District managers and district service managers will man phones and will be assigned to

about 60 smaller dealers each. A small dealer can be called every two weeks under the system.

"They have not had that kind of attention ever," Atkinson said.

The reorganization reduces the workload of the district personnel to 10 dealers per district service manager and 14 per district manager.

In addition, the group concluded that a district service manager's time is being consumed more and more by Better Business Bureau arbitration cases. Now, those cases will be handled by arbitration specialists.

"Instead of constantly putting out fires," Atkinson said, "the district managers will be able to do some fire prevention."

The group also found that, excluding the cost of the central office sales staff and travel expenses, it costs Buick an average of \$14,000 per dealer for field representatives to maintain a relationship with a dealer. Atkinson called the number "shocking."

Buick's central office in Flint now will provide support, including training, distribution and office management, instead of each zone having a full support staff.

Atkinson sees business being conducted as usual for the next nine to 12 months, but in about 15 months the reorganization will come to fruition. In the meantime, an implementation team has been appointed to put the reorganization in place.

The team will set up the Dealer Assistance

Center and determine which dealers will be assigned to the center, define the overall organization and set up the necessary computer systems.

Atkinson said the study group identified 22 systems needed for the reorganization, 10 of which exist but a dozen of which do not. The team will manage the systems after they are in place until recruits are brought in from the field.

Robert E. Coletta, formerly Northeast manager, will head the Buick Study and Implementation Team, located in Flint. Other team members are: G.L. Walbrun, Newark zone manager; Paul R. Morgensen, Buffalo zone manager; Earl C. Liston, Denver zone manager; and Chris Wolf, special projects manager.

Other personnel assignments announced in conjunction with the reorganization are: Fred H. Dorgin, formerly Midwest area manager, to Northeast manager; Jack J. Faerber continues as Southeast manager; W. Knox Ramsey, formerly Southwest manager, to Western manager; R.J. Adams, formerly assistant general sales manager — administrative, to Central area manager.

Also, Darwin E. Clark, formerly Western area manager, replaces Adams; L.D. Robbins continues as assistant general sales manager-service; and Robert L. Ingersoll, formerly Central area manager, is on special assignment pending his Oct. 1 retirement.

Hunting used-car quality

By Helen Kahn
WASHINGTON BUREAU CHIEF

WASHINGTON — Used cars more than seven years old bought through newspaper advertisements are of lower average quality than those brought from any other source.

That is the conclusion of a Bureau of Economics staff study released by the Federal Trade Commission.

The highest quality older used cars came from franchised dealers and friends and relatives of the purchaser, according to the study. Those bought from used-car dealers varied widely in quality, according to "Product Quality and Information in the Used Car Market," written by James M. Lacko.

The study suggests that older cars bought from private sellers through newspaper ads are of low average quality because the private

sellers do not have as much incentive to keep a reputation for honesty and high quality as dealers who sell many cars or as friends and relatives.

"In general, however, comparisons of average quality across type of seller for newer model-year cars shows no pattern of significant differences," he concludes. "The results are markedly different for older model-year cars."

Lacko explains that the sellers of the newer used cars generally did not have good information to disclose to buyers about mechanical quality or future costs for repairs.

The Lacko study finds the percentage of the older used cars repaired within the first year after purchase was 40 percent lower for those bought from friends and relatives and from new car dealers than through newspaper ads.

In addition, the average repair

costs for these older cars bought through ads were much higher: \$265 compared to \$65 from franchised dealers; \$80 from friends and relatives; and \$153 from used-car dealers.

The Lacko study concludes the existence of a warranty increased used-car prices by about 10 percent, but the average quality of the car was the same, with or without a warranty.

Used cars with reputations for below-average reliability were generally priced 12 percent below models of average reliability. But models of above-average reputations did not command a significant price premium.

The study, which was based on a 1979-1980 survey of used-car buyers who had bought the previous year, reflects the views of the author, not the FTC.

Leaks found in fuel-storage tanks

By Helen Kahn
WASHINGTON BUREAU CHIEF

WASHINGTON — EPA has released results of a study of underground storage tanks containing motor fuels which suggests that the problem of contaminated drinking water may be worse than anticipated.

That is partly because leakage occurred in more than one-third of the 433 underground motor-fuel tanks surveyed in the national probability sample — which, for technical reasons, may be higher than real life. Another important factor is that, contrary to expectations, the failure rate for fiberglass tanks was as high as for steel tanks.

Almost all auto dealers have at least one gas pump and one underground storage tank with gasoline; some also have diesel-fuel storage tanks. In addition, dealers have another problem EPA is starting to probe: leaking hydraulic lifts.

Under the 1984 Resource Conservation and Recovery Act, EPA set up an Office of Underground Storage Tanks to assess problems.

Ron Brand, director of OUST, said this study will help EPA propose rules early next year on "new and already installed petroleum and chemical tanks that will in-

clude provisions on leak detection, tank design and construction, installation, compatibility, repair and closing of tanks."

Those tanks are not to be confused with tanks of hazardous wastes, for which EPA will issue final rules soon.

EPA's two-year study covered only motor fuel stored at gas stations, trucking companies, auto dealerships and marinas; fuel stored for company and private fleets; and fuel stored at farms.

The survey was conducted with a national probability sample of 890 establishments with 2,400 tanks. A random sub-sample of 218 establishments was chosen for physical inspection and at those sites, 433 tank systems were tested for leaks.

Some major findings included:

1. There are an estimated 796,000 individual motor-fuel storage tanks, located at an estimated 326,000 establishment with an average of two to four tanks per establishment.

2. Some 35 percent of the tank systems failed the tightness test, but not under normal conditions since EPA had them filled above normal operating levels with slightly elevated pressure on the tank.

3. Average rate for leaking tanks,

adjusted for typical operating conditions, was 0.31 gallons per hour. Half the leaks were 0.25 gallons per hour or less.

4. There was not any one variable (type of material or fuel type) that correlated strongly with test failure.

5. Fourteen percent of the places have one or more abandoned tanks on site.

6. Mean age of tanks is 12 years.

7. Twenty-one percent are installed partly or completely below the water table.

The 1984 law banned placing in the ground tank systems that are not protected from corrosion. EPA has already told all tank owners, including auto dealers, to tell state agencies of the existence and number of their tanks.

OUST has searched tank-leak and spill records in all 50 states to assess the cause and the extent of damage. EPA has told its Edison, N.J., lab to test commercial leak-detection methods and figure out ways to improve them, especially since none of them are reliable.

EPA is also working with state and county officials and is looking specifically at programs in Florida, California, and Suffolk County, N.Y.

MVMA issues data on world vehicles

The 22nd edition of the Motor Vehicle Manufacturers Association's World Motor Vehicle Data — a unique compendium of automotive data from around the world — is now available.

The 1986 edition, like each of its predecessors, is largely the work of Jacques Evers, MVMA manager of policy analysis — statistics. The 372-page volume provides information through 1984.

The book contains worldwide data on production/assembly, diesel engines, exports, imports, registration/sales and vehicles retired from circulation.

This year, there are several new tables presenting export data by country of destination.

The first edition of World Motor Vehicle Data had 35 pages. Through the years, Evers said, data has been expanded for Japan and Korea and the section on the European Economic Community has been added.

Evers said he keeps in constant touch with his counterparts at foreign motor vehicle associations. He said that World Motor Vehicle Data has been used extensively by automotive suppliers and manufacturers, government and university researchers, the media "and to an increasing extent by consultants and brokerage houses."

The book, which costs \$35, is available from: Motor Vehicle Manufacturers Association, 300 New Center Building, Detroit MI 48202.

Renault de Mexico opening short-lived

MEXICO CITY — Renault de Mexico, which was pressured into reopening its Ciudad Sahagun assembly plant, has again shut down operations because of slow sales.

The plant, about 44 miles northeast of Mexico City, is scheduled to resume production in early August, according to a company statement.

The facility was closed for almost three months at the beginning of the year.

At that time, management had planned a nine-month shutdown, out pressure by union leaders, the Ministry of Labor's arbitration board and Gov. Rosell de la Lama caused Renault to reopen the plant.

Renault made a concession to unions and government officials and agreed to pay 70 percent of workers' compensation, plus 100 percent of Social Security payments during the plant closings.

The industry has avoided widespread shutdowns, though March sales plunged 44 percent from the total for the year-ago month, and difficulties in the automotive industry continue to be enormous.

But the makers are reluctant to discuss domestic sales, generally pointing to continued export growth.

Compact-producer Volkswagen, however, has a huge — though unspecified — backlog of unsold cars, and dealer sales show no signs of improvement.

TOP-SALARIED EXECUTIVES IN U.S. AUTO INDUSTRY

Rank	Executive, Position & Company	1985 Salary & Bonus	1984 Salary & Bonus
1	Lewis W. Lehr, chairman, ¹ 3M	\$5,194,690	\$806,999
2	Lee A. Iacocca, chairman, Chrysler Corp.	1,617,455	1,194,838
3	Donald E. Petersen, chairman, ² Ford Motor Co.	1,437,234	1,237,770
4	Robert Anderson, chairman, Rockwell International (FY ended 9-30)	1,326,156	1,154,500
5	Harold A. Poling, president, ² Ford Motor Co.	1,240,218	1,090,249
6	Edward L. Hennessy, Jr., chairman, ³ Allied-Signal Inc.	1,218,750	1,100,000
7	Roger B. Smith, chairman, General Motors Corp.	1,190,000	1,117,000
8	Gerald Greenwald, chairman ⁴ Chrysler Motors, Chrysler Corp.	1,166,787	877,480
9	E. M. DeWindt, chairman, Eaton Corp.	1,146,837	968,368
10	David I. Margolis, chairman & president, Colt Industries	1,141,900	994,320
11	Harry J. Gray, chairman, ⁵ United Technologies	1,118,750	1,250,000
12	Harold K. Sperlich, president, ⁴ Chrysler Motors, Chrysler Corp.	1,084,585	828,496
13	Will M. Caldwell, executive VP, ² Ford Motor Co.	1,061,906	1,050,397
14	F. James McDonald, president, General Motors Corp.	1,025,000	968,000
15	Bennett E. Bidwell, vice chairman, ⁴ Chrysler Corp.	1,022,810	549,131
16	Edward G. Jefferson, chairman, E. I. du Pont de Nemours and Co.	1,015,933	1,091,988
17	David M. Roderick, chairman, United States Steel Corp.	1,008,103	970,833
18	Gerald B. Mitchell, chairman & president, Dana Corp.	1,005,063	677,725
19	Louis R. Ross, executive VP, ² Ford Motor Co.	995,090	NA
20	Paul F. Orefice, president, Dow Chemical Co.	991,522	1,185,172
21	Forrest N. Shumway, vice chairman, ³ Allied-Signal Inc.	986,750	926,663
22	Michael D. Dingman, president, ³ Allied-Signal Inc.	986,750	926,663
23	Robert E. Mercer, chairman, Goodyear Tire & Rubber Co.	983,809	933,738
24	Donald R. Beall, president, Rockwell International (FY ended 9-30)	955,549	827,500
25	Howard H. Kehrli, vice chairman, General Motors Corp.	920,000	888,000
26	Ruben F. Mettler, chairman, TRW	910,000	840,000
27	Philip E. Benton Jr., executive VP, ² Ford Motor Co.	885,858	NA
28	Don T. McKone, chairman, Libbey-Owens-Ford Co.	882,650	685,000
29	Alexander F. Giacco, chairman & president, Hercules Inc.	865,958	885,996
30	Stephan Sharf, executive VP, Chrysler Corp.	851,230	687,327
31	James A. Thwaites, president of international operations, 3M	828,814	574,919
32	Robert F. Daniell, president, ⁵ United Technologies	812,500	656,250
33	Richard E. Heckert, vice chairman, E. I. du Pont de Nemours and Co.	797,164	808,188
34	Frederick J. Mancheski, chairman, Echlin Inc.	791,660	558,400
35	Donald D. Lennox, chairman, ⁶ International Harvester	775,000	475,000
36	F. Alan Smith, executive VP, General Motors Corp.	755,000	709,000
37	Ralph E. Bailey, vice chairman, E. I. du Pont de Nemours and Co.	753,103	808,188
38	Walter B. Kissinger, chairman & president, Allen Group	741,700	647,400
39	Chester Devenow, chairman, Shelley-Globe Corp.	733,334	661,666
40	Robert M. Keil, executive VP, Dow Chemical Co.	726,430	778,658
41	Raymond A. Hay, chairman, LTV Corp.	718,680	743,315
42	Tom H. Barrett, president, Goodyear Tire & Rubber Co.	717,923	661,997
43	Alexander A. Cunningham, executive VP, General Motors Corp.	708,000	671,000
44	Robert D. Rowan, chairman, Freuhart Corp.	698,100	743,750
45	Hubert Faure, senior VP, United Technologies	693,542	700,000
46	Paul M. Montrone, executive VP, ¹ Allied-Signal Inc.	688,712	670,000
47	Daniel W. Derbes, executive VP, ³ Allied-Signal Inc.	686,212	670,000
48	James R. Stover, president, Eaton Corp.	679,206	619,058
49	Charles W. Parry, chairman, ALCOA	666,828	739,734
50	Thomas F. Russell, chairman, Federal-Mogul Corp.	660,410	635,029
51	William E. Swales, vice chairman, U.S. Steel Corp.	649,715	NA
52	Hunter W. Henry, executive VP & president of Dow Chemical U.S.A., Dow Chemical Co.	643,374	682,160
53	Thomas C. Graham, vice chairman, U.S. Steel Corp.	634,353	607,292
54	Ben H. Cook, executive VP, Colt Industries	625,000	570,080
55	Salvatore J. Cozzolino, executive VP, Colt Industries	625,000	570,080
56	Andrew C. Hilton, executive VP, Colt Industries	625,000	570,080

SALARIES

FROM PAGE 1

Rank	Executive, Position & Company	1985 Salary & Bonus	1984 Salary & Bonus	Rank	Executive, Position & Company	1985 Salary & Bonus	1984 Salary & Bonus
57	Guy C. Shafer, executive VP, Colt Industries	625,000	NA	114	William O. Bourke, president, Reynolds Metals Co.	433,424	600,000
58	Martin D. Walker, executive VP, Rockwell International (FY ended 9-30)	617,909	547,750	115	Boyd R. Plowman, Senior VP, Fleetwood Enterprises, Inc. (FY ended 4-28)	428,302	542,465
59	William W. Boeschstein, chairman & president, Owens-Corning Fiberglass Corp.	615,410	561,000	116	Frank P. Coyer, Jr., vice chairman, Fruehauf Corp.	427,100	455,000
60	John C. Crean, chairman, Fleetwood Enterprises, Inc. (FY ended 4-28)	607,439	775,949	117	Keith R. McKennon, group VP, Dow Chemical Co.	425,461	274,329
61	E. Paul Casey, president, Ex-Cell-O Corp.	605,487	564,417	118	James K. Baker, president, Arvin Industries, Inc.	420,617	429,187
62	W. Bruce Thomas, vice chairman, U.S. Steel Corp.	601,437	580,417	119	George A. Schaefer, chairman, Caterpillar Tractor Co.	418,750	NA
63	James C. Cotting, vice chairman, International Harvester	600,000	265,000	120	Sidney C. Howell, executive VP, Dana Corp.	416,227	270,275
64	Joseph T. Gorman, president, TRW	600,000	450,000	121	Wallace Barnes, chairman, Barnes Group Inc.	413,727	390,006
65	Stillman B. Brown, executive VP, United Technologies	596,458	625,000	122	Edward J. Slack, president, PPG Industries Inc.	413,150	337,749
66	Allen F. Jacobson, president of U.S. operations, 3M	592,223	414,933	123	Ernest F. Dourlet, president, Dayco Corp.	409,920	374,808
67	Edgar S. Woolard, Jr., vice chairman, E. I. du Pont de Nemours and Co.	588,861	539,728	124	Thomas E. Petry, president, Eagle-Picher Industries Inc.	407,353	407,290
68	Vincent A. Sarni, chairman, PPG Industries Inc.	586,250	449,719	125	Robert A. Stranahan Jr., chairman, Champion Spark Plug Co.	404,496	451,000
69	Gale L. Galloway, chairman, Celeron Corp., Goodyear Tire & Rubber Co.	585,104	545,127	126	Jon A. Nord, VP-Housing Group, Fleetwood Enterprises Inc. (FY ended 4-28)	394,027	459,383
70	William C. Purple, executive VP, Allied-Signal Inc.	582,917	550,500	127	Joseph G. Gavin Jr., president, Grumman Corp.	388,385	490,000
71	Harry A. Holzwasser, president, Arrow Automotive Industries Inc.	581,603	646,439	128	S. J. Morcott, president of North American operations, Dana Corp.	387,732	NA
72	Darryl F. Allen, president, Libbey-Owens-Ford Co.	578,850	417,917	129	Thomas J. Reghanti, president, Fruehauf Corp.	386,000	411,250
73	John A. Teske, executive VP-Garrett Corp., Allied-Signal Inc.	577,567	NA	130	William E. Butler, president-automotive groups, Eaton Corp.	385,861	338,074
74	Richard J. Jacob, chairman, Dayco Corp.	574,850	526,698	131	B. R. Reimer, executive VP, Dana Corp.	385,667	NA
75	Joseph G. Temple, Jr., executive VP, Dow Chemical Co.	561,349	395,232	132	Louis Fernandez, chairman, Monsanto Co.	385,000	519,602
76	James A. Graham, president, Sheller-Globe Corp.	558,334	491,666	133	Robert W. Gillison, president truck components group, Eaton Corp.	384,894	338,398
77	Harvey H. Lamm, president, Subaru of America (FY ended 10-31)	557,254	513,132	134	John F. Carr, vice chairman, Grumman Corp.	376,857	355,600
78	Frank P. Popoff, executive VP, Dow Chemical Co.	547,986	435,455	135	Richard A. Campbell, executive VP, TRW	375,000	NA
79	Edward W. Large, executive VP, United Technologies	547,750	NA	136	Robert M. Lynas, executive VP, TRW	375,000	NA
80	Elmer A. Graham, executive VP, Marathon Oil, U.S. Steel Corp.	542,603	NA	137	Frank V. Breeze, vice chairman, PPG Industries Inc.	374,800	374,746
81	Gerard L. Seelig, executive VP, Allied-Signal Inc.	537,917	536,359	138	William S. Leonhardt, vice chairman, Reynolds Metals Co.	373,604	476,611
82	Glenn F. Kummer, president, Fleetwood Enterprises, Inc. (FY ended 4-28)	533,384	678,005	139	Manuel J. Monteiro, executive VP, James A. D. Geier, chairman, Cincinnati Milacron	371,556	355,533
83	J. Mason Reynolds, executive VP-automotive, Allied-Signal Inc.	532,917	565,500	140	Frank R. O'Keefe, Jr., president, Armstrong Rubber Co.	370,450	464,030
84	John C. Bierwirth, chairman, Grumman Corp.	529,833	524,700	141	Harry A. Bancroft, VP and president of Aeroquip Corp., Libbey-Owens-Ford Co.	369,270	581,126
85	Alan Belzer, executive VP, Allied-Signal Inc.	527,917	516,758	142	Salvatore Giordano, chairman, Fedders Corp.	364,300	302,000
86	John R. Eastman, vice chairman, Sheller-Globe Corp.	525,000	461,666	143	J. Patrick Kairie, vice chairman, International Harvester	359,125	320,020
87	A. William Reynolds, president, Gencorp. Inc.	516,666	450,000	144	James J. Paulos, executive VP, LTV Corp.	355,288	265,000
88	Ida Thomsen, vice chairman, Goodyear Tire & Rubber Co.	510,317	523,896	145	Richard W. Muzzy, vice chairman, Owens-Corning Fiberglass Corp.	354,427	373,294
89	David K. Barnes, executive VP, E. I. du Pont de Nemours and Co.	506,407	539,728	146	Robert D. Tuttle, chairman, Sealed Power Corp.	354,278	286,666
90	Robert C. Forney, executive VP, E. I. du Pont de Nemours and Co.	506,407	539,728	147	Edward J. Schlegel, executive VP, Caterpillar Tractor Co.	350,000	365,000
91	Constantine S. Nicandros, executive VP, E. I. du Pont de Nemours and Co.	506,407	539,728	148	G. W. Leisz, president of Aerojet-General Corp., Gencorp.	346,954	309,000
92	Wilfred P. Schmoer, executive VP, E. I. du Pont de Nemours and Co.	506,407	544,816	149	Peter P. Donis, president, Caterpillar Tractor Co.	346,000	314,491
93	William G. Simeral, executive VP, E. I. du Pont de Nemours and Co.	506,407	539,728	150	William R. Fenoglio, president, Barnes Group Inc.	345,657	291,250
94	Richard J. Mahoney, president, Monsanto Co.	500,000	708,361	151	David H. Hoag, president, LTV Steel Co., LTV Corp.	344,861	NA
95	George E. Solomon, executive VP, TRW	495,000	440,000	152	William H. Patterson, executive VP, Sheller-Globe Corp.	344,365	337,129
96	David P. Reynolds, chairman, Reynolds Metals Co.	488,562	572,899	153	Alfred H. Grava, executive VP, Sheller-Globe Corp.	336,666	290,666
97	Robert L. Kirk, president, LTV Aerospace & Defense Co., LTV Corp.	486,145	544,898	154	Jack D. Rutherford, vice chairman, International Harvester	335,194	NA
98	Stephen R. Hardis, executive VP, Eaton Corp.	485,828	431,394	155	Neil A. Springer, president, International Harvester	327,500	265,000
99	C. Fred Fetterolf, president, ALCOA	485,431	520,080	156	R. Bern Crowl, executive VP, Reynolds Metals Co.	327,500	195,000
100	E. E. Richter, president, Modine Manufacturing Co.	477,500	455,000	157	Carl E. Pfeiffer, president, Quanex Corp.	322,500	589,333
101	Robert A. dePalma, senior VP, Rockwell International (FY ended 9-30)	476,269	426,500	158	Francis J. Fitzgerald, executive VP, Monsanto Co.	320,052	329,909
102	Jacques R. Sardas, executive VP, Goodyear Tire & Rubber Co.	474,474	523,896	159	Seymour S. Feuer, executive VP, Ex-Cell-O Corp.	320,000	403,895
103	Ronald W. Skeddle, VP and president of LOF Glass, Libbey-Owens-Ford Co.	464,150	310,750	160	M. Gerald O'Neil, chairman, Gencorp.	317,132	290,605
104	Robert E. Byrket, executive VP, Dana Corp.	460,901	289,786	161	Arnold P. McIlwain, executive VP, Fruehauf Corp.	316,667	462,007
105	John J. Nevin, chairman & president, Firestone Tire & Rubber Co.	460,000	675,000	162	Nicholas L. Reding, executive VP, Monsanto Co.	312,100	332,500
106	Elden L. Smith, VP-RV Group, Fleetwood Enterprises, Inc. (FY ended 4-28)	457,129	616,995	163	Theodore N. Duncan, VP and president of Vickers, Inc., Libbey-Owens-Ford Co.	310,000	386,704
107	George M. Skurla, president, Grumman Corp.	455,749	465,000	164	Robert C. Doban, senior VP, Owens-Corning Fiberglass Corp.	308,550	337,500
108	James A. Walsh, chairman, Armstrong Rubber Co.	453,011	688,761	165	Earle H. Harbison Jr., executive VP, Monsanto Co.	308,142	279,666
109	Donald J. Yockey, VP, Rockwell International (FY ended 9-30)	451,017	NA	166	Thomas R. Gibson, executive VP, Subaru of America (FY ended 10-31)	305,000	388,379
110	Jack L. Heckel, VP, chairman of Aerojet-General Corp., Gencorp.	440,000	400,000	167	Ivan W. Gorr, president, Cooper Tire	303,762	257,591
111	William C. Adams, president, Federal-Mogul Corp.	437,497	407,698	168	Clifford R. Meyer, president, Cincinnati Milacron	301,630	293,502
112	Samuel Salem, VP & president of DiversiTech General Inc., Gencorp.	434,471	423,443	169	Leon R. Brodeur, vice chairman, Firestone Tire & Rubber Co.	300,305	387,415
113	Robert M. Adams, senior VP, 3M	434,010	362,774	170		300,000	420,000

lion, up 544 percent from 1984, included profit sharing and the company's contribution to the savings program, as did 1984's compensation. The company does not break out salaries and bonuses from other compensation.

Chrysler Corp. Chairman Lee Iacocca was No. 2 on the list with \$1.6 million in salary and bonus, moving up from fourth place in 1984's standings. Ford Motor Co. Chairman Donald E. Petersen, Rockwell International Chairman Robert Anderson, and Ford President Harold A. Poling rounded out the five highest paid executives.

In 1985, executives of the auto companies kept ahead of their counterparts at automotive supplier companies. Two years ago the opposite was the case. In 1985, 13 Big Three executives were among the industry's 35 highest-paid executives. Five from Chrysler made the Top 35, as did five from Ford Motor Co. and three from General Motors.

In 1983, 10 auto company executives were among the Top 35, while the year before only GM's top two executives were included.

Chrysler's top four executives were members of the million-dollar club in 1985. A year earlier, only Iacocca received more than \$1 million. Three Ford executives earned \$1 million or more last year, as did two from GM.

The 1985 listing, however, showed that, if executive compensation is any indication, all is not well throughout the entire automotive industry.

While 96 of the 170 executives listed in the survey saw bigger paychecks in 1985, 56 suffered a drop in pay — nearly three times as many as in 1984 vs. 1983.

Pay declines were most evident at supplier companies whose primary business is chemicals, steel and other metals as well as rubber and tires.

Executives at chemical companies including E. I. du Pont de Nemours & Co., Dow Chemical Co. and Monsanto Co. received less compensation in 1985 than in 1984. So did executives of Aluminum Company of America and Reynolds Metals Co. Executives at Goodyear, Firestone and Armstrong also received less compensation in 1985.

Executives at LTV Corp., Fleetwood Enterprises and Grumman Corp. suffered declines in compensation for the second consecutive year.

NOTE: List is compiled from proxy statements of publicly traded companies, which contain compensation for five top-paid executives. Figure includes salary and bonus, not stock bonuses, stock options, profits from stock options exercised, nor long-term and contingent remuneration unless otherwise noted. Salaries and bonuses awarded are for calendar 1985 unless otherwise noted.

1—Proxy for 3M includes salaries, profit sharing and the company's matching share of the savings program. Salaries and bonuses are not broken out.

2—Petersen, previously president, and Poling, previously executive VP, became chairman and president respectively in February, 1985, following the retirement of Philip Caldwell as chairman. Ross replaced Poling as executive VP of North American Automotive Operations. Benton became executive VP of International. Will Caldwell retired Jan. 1, 1986.

3—Allied-Signal Inc. is the result of the merger of Allied Corp. and Signal Cos. Before the merger, Shumway had been chairman, Dingman, president of Signal Cos., Montrose, Darbes, Teske were executive VPs of Garrett Corp., a Signal subsidiary. They became executive VPs of Allied-Signal Inc. Hennessy became chairman of the merged companies.

4—Chrysler Corp. reorganized in November, 1985. Greenwald was vice chairman and became chairman of Chrysler Motors; Sperlich was Chrysler Corp. president and became Chrysler Motors president; and Bidwell was executive VP and became Chrysler Corp. vice chairman.

5—Gray was chief executive officer in 1984 but not in 1985. Daniel became CEO.

6—International Harvester was renamed Navistar after selling its farm equipment business Kaine and Rutherford, both vice chairmen of the Transition Agricultural Equipment Operations, retired 5-31.

7—Promoted to president from executive vice president.

8—Reynolds became Gencorp CEO in August 1985.

9—Skurla became president succeeding Gavin on 2-14.

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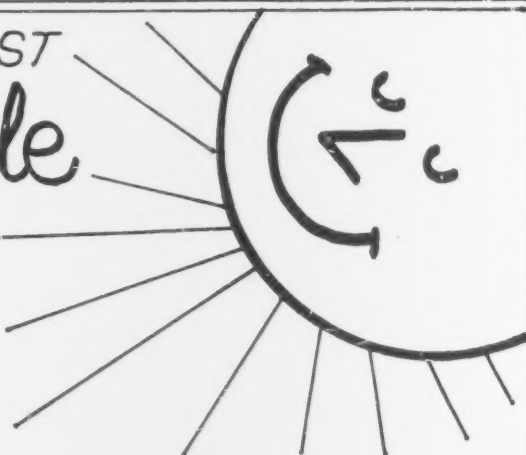
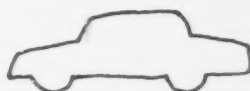
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BUDGET OF SAVANNAH	100	UNITS	ABRAHAM CHEVROLET	125	UNITS
PRECISION LEASING	125	UNITS	ORLANDO AUTO SALES	100	UNITS
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AUCTION DATES

American Motors

July 1 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 2 — Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

July 3 — Northway Exchange Auto Auction, Clifton Park, N.Y., and Evansville Auto Auction, Evansville, Ind.

Chrysler Corp.

July 1 — NuCarPrep Systems, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 2 — Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; and South Seattle Auto Auction, Kent, Wash.

July 3 — Fredericksburg Auto Auction, Fredericksburg, Va.

July 8 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate Auto Auction, Fremont, Calif. (tentative)

Ford Motor Co.

July 2 — Northway Exchange Auto Auction, Clifton Park, N.Y.

July 8 — Harrisonburg Auto Auction, Harrisonburg, Va.

General Motors

July 1 — Southwest Auto Auction, Phoenix, Ariz.

July 2 — Indianapolis Auto Auction, Indianapolis

Used Car Sales

Auction Averages

June to date	\$5,176
Month ago	\$5,139
Year ago	\$5,296

Model Breakdown

Auction Averages

	JUN 1986	MAY 1986	APR 1986
1986	\$11,729	\$11,292	\$11,490
1985	\$8,564	\$8,650	\$8,803
1984	\$6,351	\$6,384	\$6,363
1983	\$5,525	\$5,516	\$5,515
1982	\$4,370	\$4,361	\$4,308
1981	\$3,427	\$3,423	\$3,458
1980	\$2,561	\$2,560	\$2,516
1979	\$2,172	\$2,195	\$2,199
Overall Average	\$5,176	\$5,143	\$5,093

